

What is claimed is:

1. A topical composition for application to the lips comprising (a) a reaction product of a silica dioxide, or a derivative thereof, with an organosiloxy resin having a viscosity of about 1000 to about 200,000 cs, and (b) a volatile carrier.
2. The composition of claim 1 in which (a) is a reaction product of a tri(alkyl)organosilyl-endblocked silica dioxide, reacted with a polydi(alkyl)organosiloxane having a viscosity of about 10,000 to about 15,000 cs.
3. The composition of claim 1 in which the volatile carrier is selected from the group consisting of cyclic or linear volatile silicones, straight or branched chain hydrocarbons having from 8 to 20 carbon atoms.
4. The composition of claim 1 which also comprises a rheological modifier.
5. The composition of claim 4 in which the rheological modifier is selected from the group consisting of trihydroxystearin; dextrin fatty acid esters; cholesterol and derivatives thereof; silicone gellants; oil soluble cellulose derivatives; oil soluble or swellable polymers or copolymers; organo-clays; polyamides; N-acyl amino acids, and esters and amides thereof; 12-hydroxystearic acid and esters and amides thereof; alkylamides of di- and tricarboxylic acids, and polyethylene; and mixtures thereof.
6. The composition of claim 1 which also comprises a structuring agent
7. The composition of claim 1 which also comprises a plasticizer.
8. The composition of claim 1 which also comprises at least one pigment or cosmetic powder.
9. A topical composition for application to the lips comprising (a) a reaction product of a tri(alkyl)organosilyl-endblocked silica dioxide, reacted with a polydi(alkyl)organosiloxane having a viscosity of about 10,000 to about 15,000 cs, and (b) a volatile carrier selected from the group consisting of cyclic or linear volatile silicones, straight or branched chain hydrocarbons having from 8 to 20 carbon atoms..
10. The composition of claim 9 in which the volatile carrier is a straight or branched chain hydrocarbon having from 8 to 20 carbon atoms.
11. The composition of claim 9 which comprises at least one rheological modifier selected from the group consisting of trihydroxystearin; dextrin fatty acid esters; cholesterol and derivatives thereof; silicone gellants; oil soluble cellulose derivatives; oil soluble or swellable polymers or copolymers; organo-clays; polyamides; N-acyl amino acids, and esters and amides thereof; 12-hydroxystearic acid and esters and amides thereof; alkylamides of di- and tricarboxylic acids, and polyethylene; and mixtures thereof.

12. The composition of claim 9 which also comprises a plasticizer selected from the group consisting of a liquid silicone-compatible ester, a fluid high molecular weight hydrocarbon, or a nonvolatile silicone having a viscosity between about 100 to about 10,000,000 cs.
13. A transfer-resistant topical system for application to the lips comprising (1) a base coat comprising (a) a reaction product of a silica dioxide, or a derivative thereof, with a organosiloxy resin having a viscosity of about 1000 to about 200,000 cs, and (b) a volatile carrier; and (2) a top coat comprising a primary component that is not soluble in either water or a nonpolar hydrocarbon.
14. The system of claim 13 in which the base coat (1) comprises (a) a reaction product of a tri(alkyl)organosilyl-endsblocked silica dioxide with a polydi(alkyl)organosiloxane having a viscosity of about 10,000 to about 15,000 cs, and (b) a volatile carrier selected from the group consisting of cyclic or linear volatile silicones, straight or branched chain hydrocarbons having from 8 to 20 carbon atoms, and top coat (2) comprises a primary component selected from the group consisting of nonvolatile polar esters and oils; urethanes, and mixtures thereof.
15. The system of claim 14 in which the base coat also comprises a rheological modifier selected from the group consisting of trihydroxystearin; dextrin fatty acid esters; cholesterol and derivatives thereof; silicone gellants; oil soluble cellulose derivatives; oil soluble or swellable polymers or copolymers; organo-clays; polyamides; N-acyl amino acids, and esters and amides thereof; 12-hydroxystearic acid and esters and amides thereof; alkylamides of di- and tricarboxylic acids, and polyethylene; and mixtures thereof.
16. The system of claim 14 which also comprises at least one pigment or cosmetic powder.
17. The system of claim 14 which also comprises a plasticizer, selected from a group consisting of a liquid silicone-compatible ester, a fluid high molecular weight hydrocarbon, and a nonvolatile silicone having a viscosity between about 100 to about 10,000,000 cs.
18. The system of claim 14 which also comprises a structuring agent.
19. The system of claim 14 in which the base coat (1) comprises (a) a reaction product of a tri(alkyl)organosilyl-endsblocked silica dioxide with a polydi(alkyl)organosiloxane having a viscosity of about 10,000 to about 15,000 cs; (b) a volatile carrier selected from the group consisting of cyclic or linear volatile silicones, straight or branched chain hydrocarbons having from 8 to 20 carbon atoms; (c) a plasticizer, selected from a group consisting of a liquid silicone-compatible ester, a fluid high molecular weight hydrocarbon, or a nonvolatile silicone having a viscosity between about 100 to about 10,000,000 cs; (d) a rheological modifier selected from the group consisting of trihydroxystearin; dextrin fatty acid esters;

cholesterol and derivatives thereof; silicone gellants; oil soluble cellulose derivatives; oil soluble or swellable polymers or copolymers; organo-clays; polyamides; N-acyl amino acids, and esters and amides thereof; 12-hydroxystearic acid and esters and amides thereof; alkylamides of di- and tricarboxylic acids, and polyethylene; and mixtures thereof; and (e) at least one pigment or cosmetic powder; and top coat (2) comprises a primary component selected from the group consisting of nonvolatile polar esters and oils; urethanes, and mixtures thereof.

20. A method of achieving long wear of a lip product which comprises applying to the lip a base coat lip product comprising (a) a reaction product of a silica dioxide, or a derivative thereof, with a organosiloxy resin having a viscosity of about 1000 to about 200,000 cs, and (b) a volatile carrier, and allowing the lip product to dry on the lips.
21. The method of claim 20 which comprises the further step of applying over the base coat lip product a top coat comprising a primary component that is not soluble in either water or a nonpolar hydrocarbon.